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Welcome to the March edition of What's Emerging.

With so many fascinating innovations emerging we find it increasingly difficult to limit our links to a manageable number each month! See our latest article on the future of shopping for a look at how technology will influence consumer power and shopping behaviour.

With Easter rapidly approaching, we wish you a happy and safe Easter break.

Cheers

Paul Higgins, Sandy Teagle, Syed Ahmed Muqthar and Samantha Kyle-Little

Business Tip

Startupping

Startupping is a social site for people trying to create start up internet businesses. It is somewhere you can get advice on what to do and look at what good and bad things others have done. Well worth a look if you are in the web business.

Adaptive blue

Adaptive blue is a Firefox extension which improves the search intelligence of your web browser. It makes intuitive searching much easier – try it, you will love it.

Emerging issues from around the world

Click on the titles to read the full stories

Chocolate feel-good

If you need help justifying your chocolate intake this Easter check out this site for the benefits of chocolate. Going dark is the key.

You won't like this

Type a book title into Library Thing's Unsuggester and it will tell you which books you WON'T want to read (or try the Suggester for books you will like). With over 12 million books catalogued, the site is a rapidly growing community of book-lovers.

Voip services growth

Voice over internet protocol telephone subscribers are growing rapidly. The real question is which will survive to get enough scale and what will their business model be.

Peer to peer movies

Bit Torrent, which originally started out as peer to peer software that was used to share videos and movies illegally, has now teamed up with the movie studios to legally distribute their content. Instead of being a straight download system Bit Torrent uses computer network sharing so when you download a movie you get bits of it from a whole load of other users who have already downloaded it, creating a network that shares bandwidth.

Leak with impunity

Think that important information needs to get out but scared of getting caught? A new wiki based service is aimed at making sure that people who email or post important information cannot be traced.

Flexible electronics

Flexible plastic electronics, which have been under development for a decade, appear to be on the verge of full commercialisation. Polymer Vision has announced a foldable electronic reader to be available in the second half of 2007 and Plastic Logic has announced US\$100 million in funding for a high volume production factory to produce flexible electronics. The result - an explosion of small portable devices with uncharacteristically large displays that fold up or roll up into the device.

FedEx and Google Earth

FedEx is trialing a combination of sensing technology and Google Earth to allow you to track high value packages and know what is happening with its location, temperature, humidity, etc. FedEx insists that the technology is at the early stages of development but this may be the way of the future.

Experts and expertise

The Florida State University's centre for Expert Performance Research has received a US\$250,000 grant to explore the nature of expert decision making and the how people accumulate expertise. This page gives some links to some of their other work.

A new arms race

There has been a lot of concern recently that expansion of nuclear power stations will increase the risk of nuclear plants being attacked and nuclear weapons falling in to the hands of terrorists. Gregor Wolbring has written about a danger that has not been mentioned much – a new arms race in nano technology military applications that are much easier to reverse engineer and operate.

Specific memory loss

Scientists have managed to remove a specific single memory from the brains of rats while leaving others intact. This ability gives a much better understanding of how memories are stored and retained and may help in the treatment of post traumatic stress in future.

Can cellulosic ethanol take off in time

President George W Bush has made much of ambitious plans to generate 35 billion US gallons of biofuels by 2017. If this is to be achieved then significant volumes of biofuels have to come from non corn based systems. This article looks at some of the companies in the field and the possibilities for growth.

One number for life

Do you have multiple phone numbers and nobody knows how to get you if they cannot reach you on your mobile? If so a new service in the USA called GrandCentral may be for you. You get one phone number from GrandCentral and when somebody calls that number all of the telephones you have listed with Grand Central ring at once like something out of a horror movie. Wherever you are you will get a call as long as it is on the list. They also provide services such as voice mail you can listen in to like screening a call on your answering machine. Not available in Australia yet. Of course you might like your privacy but you do not have to answer the call when the phone rings do you (or do you)?

Pigs can fly

Scientists at North Carolina State University have created a technique to turn chicken grease and hog lard into jet fuel. As part of the process they use glycerol, which is a waste product in biodiesel production as an energy source to create the high temperatures required.

Oil from green waste in Darwin

Renewable Oil Corporation has announced that it will build a plant in Darwin turning green waste into oil using the fast pyrolysis process licensed from Dynamotive Energy Systems Corporation.

What we are writing about

You can listen to a [podcast interview](#) with Paul on impact of biofuels on grains at the GRDC Southern Farming Updates. Click on the link to download the MP3 file from our website.

If you are interested in other podcast updates from the GRDC you can get them at <http://www.qrdc.com.au/Podcast/main.htm>

We have also had an article published in The Age on '[The Future of Shopping](#)'. Click on the link to download it from our website.